

## Plan-Do-Study-Act (PDSA) Cycle Report

<b>Team Name:</b> Churn Down For What?!?!	<b>Test Owners:</b> Kris Kowalski	<b>Date of Report:</b> 04/05/2017
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### Project Aim Statement:

By September 2017, Riverside County will reduce 1-30 and 31-60 days churn by 15% in the Indio and Jurupa offices, as well as reduce the discontinuance rate by 7% in the Indio office and 15% in the Jurupa office.

### Testing Location: *(lobby of main office, ongoing unit 2 at North Street office)*

Jurupa

### Test Population: *(next five walk-ins, customers who need to recertify in October)*

Jurupa CF worker Mirna Sanchez's March RE's

### First Day of Test:

03/01/2017

### Last Day of Test:

03/21/2017

### Plan

We plan to... *(who, what, when, where, what data are to be collected)*

We are trying to collect data on the number of customers who answer for their first interview when a pink reminder appointment letter is being mailed to the customer the week prior to their interview taking place.

In order to... *(learn if change idea has merit, if the test addresses the problem)*

We are doing this in order to see if the reminder letters give us a lower no show rate than we were previously experiencing in the hopes that this will lower our discontinuance and churn rates.

Prediction... *(test will yield a reduction in no-shows from 30 percent to 20 percent)*

Our prediction is that the letter will help us attain a no show rate of less than 25%.

### Do

Describe how the test was actually performed... *(who, what, when, where)*

March RE appointments were set up timely in February for distribution with the RE packets on 2/15/17. The appointment letter that corresponds to the packet was printed separately and sorted by the week of the interview (i.e. 3/6-3/10, 3/13-3/17, 3/20-3/21). These appointment letters were printed on bright pink paper and mailed out the Monday of the week prior to their interview (mail dates were 2/27, 3/6, and 3/13) as a reminder to the customer that their interview was scheduled for the following week.

The customer was called at their scheduled appointment time and all data was tracked on the monthly trackers ET's were using to organize their work. If the customer answered and completed the interview or answered and stated they received the letter but needed to reschedule they were counted as showing for the interview. If the customer did not answer at all and a NOMI was sent they were considered a no show. All interviews were scheduled prior to the end of ten day notice so the data was only collected until 3/21.

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<b>Study</b>		

#### **Describe your data and results...**

From a qualitative perspective the results coming from the customers indicate that they very much liked the letters being resent as a reminder. Mirna explained that multiple people indicated they would not have known or forgotten about the interview had the extra letter not been sent. Some indicated they never received the packet from the mass mailing. There is no formal numbers to this feedback however overall it was extremely positive.

Quantitatively we can see that the letters were also a success. Mirna had 54 RE's assigned to her for the month of March. Of those 54 interviews only 13 were no shows which equates to a 24% no show rate. Historically in the past we have seen closer to a 40% no show rate as an office in general terms.

We did not set up a specific person to track NOMI's opposite of Mirna however all ET's did keep a tracker for their work. I was able to review a different ET who indicated all NOMI's on her tracker. For comparison she had 55 interviews with 24 NOMI's which is a 43% no show rate. Both ET's carry Spanish cases and follow the same criteria so while it was not set up to have the second ET track from the beginning the data is still useful and shows a significant difference when the reminder appointment letter was used.

#### **Describe what you learned from your data...**

We learned that this is potentially a very helpful tool for us to use to ensure customers are showing up to their first interview. If customers do not show to the scheduled interview they are usually rescheduled for after ten day notice. They must be given sufficient time to return verifications and usually this falls into the next month which allows their case to discontinue and in some cases causes churn if they do not return the documents within the ten day time frame. By having the customers show up on time to their scheduled interviews this gives them (in most cases) more than ten days to return documents and for cases to be processed timely which will lower our discontinuance rate.

The data shows a 20% in responses to the first interview when you use the reminder letter from when you do not. If this holds true that will equate to over 100 more interviews per month being conducted at the first interview. This indicates that we need to do more testing and get a more concrete number across a broader spectrum.

#### **Explain how your findings compared to your predictions, including any surprises...**

We were hoping to drop below the 20% threshold for our office. This may be a little ambitious due to our high homeless population. There are no surprises at this time however further more extensive testing is needed.

#### **Act**

What we plan to do next is... *(adopt the idea, adapt the test and do another cycle, abandon the idea)*

The next step is to do the test again. This time there will be two workers sending reminder letters and two workers who aren't (1 English and Spanish for both). We will look at the data for April RE's to see if there are any significant differences. If the letter appears to be helping I would like to expand to having one unit send out letter and the other to not for a larger test in June. We may also think about asking other partner offices to try with certain workers as well.

**Very important that reminder Letter be in a BRIGHT color**